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The Great American Tea Co.'s
circular



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GREAT AMERICAN TEA CO.

CIRCULAR

CLUB ORDER FOR TEA AND COFFEE

FORT WAYNE, INDIANA

1872

GREAT AMERICAN TEA CO.

31 & 33 VESEY STREET

NEW YORK, N.Y.

1872

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THE GREAT AMERICAN TEA CO.'S

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CIRCULAR.

GOOD NEWS

FOR OUR CLUB ORGANIZERS!

Shout the glad Tidings! Exultingly Sing!
The Duty is off, and TEA shall be King!

GREAT REDUCTION IN THE PRICE OF TEAS,

And Express Charges paid by us to the nearest Express Office of the Club

WHICH WILL REDUCE THE COST TO THE CONSUMER ABOUT TWENTY CENTS PER POUND ON AN AVERAGE.

Complimentary equal to 10 per cent. given to Club Organizers.

All goods warranted to give perfect satisfaction or they may be returned, and we will pay all freight expenses, and refund the amount paid for them. On these terms the purchaser runs no risk.

We are happy to inform our customers that we will not only fill their orders for Teas at GREATLY REDUCED PRICES, but we will, also, on all Club orders amounting to \$30 and upwards, pay the Express Charges on the same to the Express Office on any line of Railroad most convenient for the Club. This will make a saving to the consumer of about 20 cents per pound on an average, and avoid much confusion in division of expenses. We will also give to the Club organizer a complimentary package equal to 10 per cent. on the amount of the order, or allow the same to be deducted from the bill, if preferred, in lieu of the complimentary. *We cannot pay Express Charges or allow Complimentary on orders for less than Thirty Dollars.*

We cannot pay Express charges on Coffees.

Below we publish our new

PRICE LIST OF TEAS.

Oolong, (Black) 40, 50, 60, best 70 cents - - per pound.
Mixed, (Green and Black) 40, 50, 60, best 70 cts. "
Japan, (Uncolored) 70, 80, 90, best \$1.00. - "
Imperial, (Green, 60, 70, 80, 90, \$1.00, best \$1.10. "
Young Hyson, (Green) 50, 60, 70, 80, 90, \$1, best \$1.05 "
Gunpowder, (Green) \$1.10, best \$1.30 - "
Eng. Breakfast, (Black) 60, 70, 80, 90, best \$1.00 "

PRICE LIST OF COFFEES.

Ground Coffee, 15, 20, 25, 28, best 33 cents. "
Roasted Coffee, 28, best 33 cents. "
Green Coffee, 25 best, 28 cents. "

P. O. Box 5643.

THE GREAT AMERICAN TEA CO.,

31 & 33 Vesey St., New York.

We have business connections with all the principal ports of China and Japan, and Import our Teas direct from place of growth, thus saving the consumer from 5 to 8 profits and intermediate charges. We have already received full assortments of the choicest new crop Teas, and shall fill all our orders with the same.

It is now about 12 years since THE GREAT AMERICAN TEA COMPANY was organized—and the Company has been a splendid success from the very first. This was due to the fact that we imported and sold *only the best and purest goods*, and distributed them to our customers in all parts of the country, *for one small profit only*, between the Tea grower and the Tea-consumer. We originated the system of supplying consumers in distant parts of the country with Teas, at New York Cargo Prices, on the Club plan. And since we adopted our plan of forming Tea Clubs we have saved the people of this country MILLIONS OF DOLLARS annually in the cost of this article of every day necessity. In another part of this circular we give full information of "*How to obtain our Goods*," which describes the simple method of "*Getting up Clubs*" as well as all other necessary information upon the subject. We also enclose a Club Form and one of our return envelopes, to avoid miscarriage, and trust we shall soon be in receipt of an order from you, and which, if received, we promise, shall have our best attention.

THE GREAT AMERICAN TEA CO.'S CIRCULAR.

To show how to get up a club list, we publish the following, taken from the hundreds of thousands of the same in our possession :

CLUB ORDERS.

FORT WAYNE, Indiana, Sept. 3, 1872.

DEAR SIRs:—I herewith send you my monthly order for Tea and Coffee, (which makes in all about \$8,000)—and I can send one order every month as long as you send us good Tea and Coffee. It is always duly received and gives good satisfaction. Please accept my thanks for the complimentary packages.

JOSEPH SINGMASTER, Agent.

No. per Pounds	Kinds of Tea or Coffee.	Names of persons ordering.	Price per lb.	Am't.
1	Imperial,	C. Graff,	1 10	1 10
1	Oolong	Thomas McGafny,	70	70
1	Imperial,	Jacob Baekus,	1 10	1 10
$\frac{1}{2}$	Imperial,	James McMillen,	1 10	55
$\frac{1}{2}$	Oolong,	" "	70	35
1	Oolong,	John Wallers,	70	70
1	Gunpowder,	J. C. Kensill,	1 30	1 30
2	Imperial,	R. W. Wohlfort,	70	1 40
1	Oolong,	G. Hess,	70	70
1	Young Hyson,	Isaac Johnston,	1 05	1 05
1	Young Hyson,	F. Curry,	1 05	1 05
1	Young Hyson,	F. J. Curry,	1 05	1 05
1	Young Hyson,	John Lynch,	1 05	1 05
1	Young Hyson,	James O'Herrin,	1 05	1 05
1	Young Hyson,	Thomas Cary,	1 05	1 05
1	Young Hyson,	Ed. Deagan,	1 05	1 05
2	Young Hyson,	Michael Bree,	1 05	2 10
2	Young Hyson,	M. Fitzpatrick,	1 05	2 10
1	Japan,	Jacob Troutman,	1 00	1 00
2	Japan,	P. Carroll,	1 00	2 00
1	Oolong,	Ed. Quinn,	70	70
2	Young Hyson,	M. Flood,	1 05	2 10
$1\frac{1}{4}$	Gunpowder,	James McKnight,	1 30	1 63
1	Young Hyson,	W. Myers,	1 05	1 05
1	Young Hyson,	A. Greard,	1 05	1 05
1	Japan,	W. Connair,	1 00	1 00
1	Young Hyson,	"	1 05	1 05
1	Young Hyson,	John Conners,	1 05	1 05
1	Young Hyson,	W. Conway,	1 05	1 05
1	Young Hyson,	Pat Kelly,	1 05	1 05
1	Young Hyson,	Tim Kelly,	1 05	1 05
1	Young Hyson,	W. Knight,	1 05	1 05
$\frac{1}{2}$	Young Hyson,	"	1 05	53
$\frac{1}{2}$	Oolong,	"	70	35
1	Imperial,	Rob. Harrison,	1 10	1 10
1	Young Hyson,	L. M. Mann,	1 05	1 05
$\frac{1}{2}$	Oolong,	Jas. Geokey,	70	35
1	Gunpowder,	James Hartnett,	1 30	1 30
1	Imperial,	W. Harrison,	1 10	1 10
1	Young Hyson,	W. Wedge,	1 05	1 05
1	Young Hyson,	"	1 05	1 05
1	Young Hyson,	" W. "	1 05	1 05
1	Imperial,	C. Cass,	1 10	1 10
1	Young Hyson,	John Cox,	1 05	1 05
1	Young Hyson,	L. Gellon,	1 05	1 05
1	Imperial,	Phillip Shram,	1 10	1 10

1	Imperial,	" "	1 10	1 10
1	Young Hyson,	" P. "	1 05	1 05
1	Oolong,	Crist Krimmel,	70	70
1	Imperial,	Phillip Stephan,	1 10	1 10
1	Young Hyson,	W. D. Akins,	1 05	1 05
2	Oolong,	A. Fisher,	70	1 40
2	Oolong,	A. B. Fisher,	70	1 40
1	Imperial,	C. B. Waddington,	1 10	1 10
1	Imperial,	Mrs. Waddington,	1 10	1 10
1	Young Hyson,	C. Crann,	1 05	1 05
1	English Bkfst,	"	1 00	1 00
1	Oolong,	George Scott,	70	70
1	English Bkfst,	A. Wallas,	1 00	1 00
1	Young Hyson,	Michael Nolen,	1 05	1 05
2	Young Hyson,	T. J. Hutcheson,	1 05	2 10
2	Young Hyson,	Mrs. Golden,	1 05	2 10
1	Young Hyson,	A. Schoenbeine,	1 05	1 05
1	English Bkfst,	W. Krutzeth,	1 00	1 00
1	Young Hyson,	G. Goodenough,	1 05	1 05
1	English Bkfst,	James Leach,	1 00	1 00
1	Gunpowder,	" "	1 30	1 30
1	Young Hyson,	" "	50	50
1	Young Hyson,	" "	50	50
1	Oolong,	John Winten,	70	70
4	Imperial,	W. W. Fox,	1 10	4 40
1	Imperial,	George Rowas,	1 10	1 10
1	Young Hyson,	C. A. Blee,	1 05	1 05
2	Young Hyson,	Thomas Blee,	1 05	2 10
1	Young Hyson,	S. Dayly,	1 05	1 05
1	Young Hyson,	K. Baker,	1 05	1 05
1	Imperial,	Henry Lee,	90	90
1	Imperial,	H. J. Lee,	90	90
$1\frac{1}{2}$	Gunpowder,	John Collons,	1 30	1 95
1	Imperial,	H. Whitman,	1 10	1 10
1	Young Hyson,	G. W. Simpson,	1 05	1 05
1	Oolong,	A. Heimerod,	70	70
1	Young Hyson,	C. Carmon,	1 05	1 05
1	Young Hyson,	C. B. Carmon,	1 05	1 05
1	Imperial,	Crist Goddy,	1 10	1 10
1	Young Hyson,	Shabundy,	1 05	1 05
1	Young Hyson,	John Nolen,	1 05	1 05
1	Young Hyson,	E. Leach,	1 05	1 05
1	Young Hyson,	E. B. Leach,	1 05	1 05
2	Oolong,	L. Prais,	70	1 40
1	Young Hyson,	M. Hogan,	1 05	1 05
1	Young Hyson,	M. J. Hogan,	1 05	1 05
1	Oolong,	J. Hohing,	70	70
1	Oolong,	John S. Leach,	70	70
1	Oolong,	Martin Thomas,	70	70
2	Gunpowder,	W. Maddison,	1 30	2 60
1	Imperial,	George Geller,	1 10	1 10
1	Imperial,	Thomas Sheppard,	1 10	1 10
1	Oolong,	" "	70	70

And 52 others, amounting in all to \$181 22

NEW CROP TEAS.

We are now receiving by steamers the early pickings of the New Crop Teas, of the growth of 1872. We shall fill all our Club Orders with the new Teas, and with a full assurance that they cannot fail to please our customers.

REASONS WHY

The Great American Tea Co.

31 & 33

VESEY STREET, NEW YORK,

Can Sell Teas Cheaper than any other House in this Country.

It is because, by having agents and business connections at all the principal Ports of China and Japan, they import their own Teas direct from all the best Tea districts, and purchase them in larger amounts than any other establishment in this country, if not in the world. By the perfection of their business arrangements, the Company are enabled to distribute their Teas to their immense trade all over the country, at cargo prices, with but one small profit for taking the goods from the producer and distributing them to the consumer. The consumer is thus saved from FIVE to EIGHT profits of middlemen, with an equal number of bills of expense on as many transfers which must take place in the usual routine of trade. For the information of our customers we will enumerate the several profits that the consumer has formerly had to pay by the old routine :

FIRST : The American houses in China or Japan made large profits on their sales or shipments—and some of the richest retired merchants in this country have made their immense fortunes through their houses in China.

SECOND : The Banker made large profits upon the foreign exchange used in the purchase of Tea.

THIRD : The importer made a profit of 20 to 30 per cent in many cases.

FOURTH : On its arrival here it was sold by the cargo, and the purchaser sold it to the Speculator in invoices of 1,000 to 2,000 packages, at an average profit of about 10 to 15 per cent.

FIFTH : The Speculator sold it to the Wholesale Tea Dealer in lines, at a profit of 10 to 15 per cent.

SIXTH : The Wholesale Tea Dealer sold it to the Wholesale Grocer in lots to suit his trade, at a profit of about 10 per cent.

SEVENTH : The Wholesale Grocer sold it to the Retail Dealer, at a profit of 15 to 25 per cent.

EIGHTH : The Retailer sold it to the consumer, for all the profit he could get.

When you have added to these eight profits as many brokerages, cartages, storages, cooperages, and waste, and add the original cost of the Tea, it will be perceived what the consumer had to pay. And now we propose to show why we can sell so very much lower than other dealers.

We propose to do away with all these various profits and brokerages, cartages, storages, cooperages, and waste, with the exception of a small commission paid for purchasing to our correspondents in China and Japan, one cartage, and a small profit to ourselves, which on our large sales will amply pay us.

Through our system of supplying Clubs throughout the country, consumers in all parts of the United States can receive their Teas at the same price as though they bought them at our warehouses in this city.

Parties getting their Teas from us may confidently rely upon getting them pure and fresh.

The Company are now supplying all their customers with the choicest new crop Teas, and all warranted to give perfect satisfaction, at the very lowest prices which the present state of the market will warrant.

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THE WAY TO OBTAIN OUR GOODS.

Persons living at a distance from New York can club together, and get them at the same price as the Company sell them at their ware-houses in New York. In order to get up a Club, let each person wishing to join say how much Tea or Coffee he wants, and select the kind and price from our Price List, published in this circular. Write the names, kinds and amounts plainly on a list, and when the Club is complete send it to us by mail, and we will put each party's goods in separate packages, and mark the name upon them, with the cost, so there need be no confusion in their distribution—each party getting exactly what he orders, and no more.

The funds to pay for the goods ordered can be sent by drafts on New York, Post-Office money orders, or by express, as may suit the convenience of the club. Or, if the amount ordered exceeds thirty dollars, we will, if desired, send the goods by Express, to "*collect on delivery*."

We publish one of our Club Lists to show how it is done, and as a matter of reference.

We enclose blank Club Form.

Country Clubs, Hand and Wagon Peddlers, and Merchants, (of which class we are supplying many thousands, all of whom are doing well), can have their orders promptly and faithfully filled, and in case of Clubs, can have each party's name marked on their package, by sending their orders to Nos. 31 and 33 Vesey Street.

Our friends are getting up Clubs in most towns throughout the country, for which we feel very grateful. Some of our Clubs send orders weekly, and some not so often ; while others keep a standing order to be supplied with a given quantity each week, or at stated periods. And in all cases, (where sufficient time has elapsed), Clubs have repeated their orders.

Parties sending Club or other orders for less than \$30, had better send Post Office drafts, or money with their orders, to save the expense of collecting by express, but larger orders we will forward by express, to collect on delivery.

We return thanks to parties who have taken an interest in getting up Clubs ; and when any of them come to New York we shall be happy to have them call upon us and make themselves known.

Hereafter we will send a complimentary package to the party getting up the Club. We send no complimentary package nor pay express charges for Clubs of less than \$30.

N. B.—Inhabitants of villages and employes of manufacturing establishments, by *clubbing* together can reduce the cost of their Teas and Coffees about one-third, by sending directly to the GREAT AMERICAN TEA COMPANY, Nos. 31 and 33 Vesey Street, Post Office Box, No. 5643, New York City.

POST UP CLUB LISTS.

We have received many letters from parties throughout the country, stating that by keeping a "Club List" for our Teas

THE GREAT AMERICAN TEA CO.'S CIRCULAR.

open in their stores and business places, they have increased their own business, and in some instances doubled their trade, by drawing a large number of persons to their places to subscribe to the Clubs, and then to get their Teas. A little attention to this matter will operate not only as a saving on the cost of Tea, but as a handsome profit by an increase of trade. We advise all our Club Agents who have Stores or Shops to try it.

Complimentary Letters from Clubs.

We copy the following from among many thousands of the same tenor.

Nashville, Tenn., Jan. 24th.

The Great American Tea Company,
31 and 33 Vesey Street, New York.

The box arrived this morning in first rate order. The Tea smells delightfully, and I doubt not will give satisfaction.—Your prompt business-like manner of executing orders will lead to an immense business, and result in a big fortune.

Yours truly, JOS. W. ALLEN.

La Plata, Macon Co., Mo., Jan. 28th.

The Great American Tea Company,
31 and 33 Vesey Street, New York.

In the 26 Clubs I have received from your house, in a little over two years, I have received altogether 844 lbs. Tea, besides the complimentaries; have sent you \$1034.46; and in the Teas received not a pound but what gave good satisfaction, except some cheap Tea in my first Club.

Yours truly, S. C. DAVIDSON.

Williamstown, Mass., April 26th.

The Great American Tea Company,
31 and 33 Vesey Street, New York.

Gentlemen:—For about three years I have been in receipt of your Teas, having sent you in that time orders to the amount of \$1905.20. After dealing with you for such a considerable time, and receiving indisputable evidence of the superiority of your goods, the large discount saved, and the faithfulness and promptness with which all my orders have been filled, I cannot refrain from subscribing my endorsement, and recommend the plans of your company. With many thanks for your complimentary packages,

I remain yours truly,

JOSEPH CUMMINGS.

Tipton, Indiana, Sept 9.

The Great American Tea Company:

Gents:—Inclosed I send Club order for \$34.10. During six years, and twice per year, I have sent to the Great American Tea Company, and have in *no case been deceived*.

J. H. TEDFORD.

Robertsonville, Sullivan Co., N. Y., May 4th.

Messrs:—I have received my last order of Teas in splendid order, and gives the best satisfaction so far. There are others that want to send, and I shall attend to them as soon as convenient. My bills show an aggregate of about seven hundred dollars worth of Teas received from you, which give entire satisfaction. Very much obliged for your last complimentary, I shall continue to do all I can in your favor.

Yours truly,

MRS. C. COVENTRY.

Ishpeming, Marquette Co., Mich., May 27th.

The Great American Tea Company,
31 and 33 Vesey Street, New York.

Gentlemen:—I am happy to inform you that your Teas came all safe and correct and in first-class order: my members all seem to be highly pleased with their bargains. I return

you many thanks for your complimentary package, and I hope in the course of a short time to be able to send you another such list, or larger.

Yours truly,

W. H. ROBERTS.

Garnett, Anderson Co., Kansas, June 23d.

The Great American Tea Company,
31 and 33 Vesey Street, New York.

The Teas ordered came safe to hand, and have been delivered. I cannot help writing to acknowledge the receipt of it, and tell you how pleased I am with mine. I have always thought your Tea superior to any other; but this time it excels any Tea I have ever had from you.

Accept thanks for complimentary, and believe me ever your well wisher.

MARY FOSTER.

St. Vincent Academy, Mobile Ala., May 24th.

The Great American Tea Company,
31 and 33 Vesey Street, New York.

Gentlemen:—Inclosed please find \$29.70, to pay your invoice of Teas, to this house, of May 12th. So far, your Teas give full satisfaction, and I feel thankful to the Company by thus saving me large expenses which I used to incur for Teas.

Yours truly,

BRO. ELPHEGO.

NOTICES OF THE PRESS.

FROM THE AMERICAN AGRICULTURIST, N. Y. CITY.

"The Great American Tea Company," 31 and 33 Vesey Street, advertised in our columns, are doing an immense business all over the country. On this account, as well as for other reasons we have previously stated, we believe general satisfaction is given to their customers. But stimulated by their success, several of the swindling fraternity have started, or pretend to have started, other "Tea Companies,"—some copying very nearly the advertisements, etc., of the old Company. Some of those we know to be humbugs, and as to others we have not evidence sufficient to warrant us in admitting their advertisements.

FROM MOORE'S RURAL NEW YORKER, ROCHESTER AND N. Y.

THE GREAT AMERICAN TEA COMPANY—SUPERIOR TEAS.—Some months ago we had occasion to speak of the reliability of the Great American Tea Company, mainly upon information and belief—and can now commend the Company upon knowledge derived from actual observation of their premises, mode of doing business, and the use of their Teas. * * *

As to the quality of the Teas furnished by the Company, we can freely say they are superior, judging from samples which we have lately received and are now using in our family. We have used no better Tea for years, either at home or abroad, and think we know a good from an inferior article—especially as it is our principal beverage, neither coffee nor spirits being permitted by our constitution or physician. We therefore reiterate all we have hitherto said in behalf of the Great American Tea Company—"and more too."

FROM FRANK LESLIE'S ILLUSTRATED NEWSPAPER, N. Y.

THE GREAT AMERICAN TEA COMPANY is one of those capital ideas which are part and parcel of a true economy. Every housekeeper knows the terrible trash, a mixture of sloe leaves, hay, &c., sold as Tea by the majority of grocers, and when they can get the very best and genuine article at the lowest possible rate, by sending to 31 and 33 Vesey Street, we are sure it only requires their being told the fact to induce them to purchase their Tea of the Great American Tea Company. Persons living in the country have only to send the amount, and the address, and it will be forwarded by return to them. Or three or four persons, or more, might club together and send their orders. In a word, if any of our readers have poor Tea and pay a high price for it, the fault is theirs.

